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In the claims:

1. (currently amended) A method comprising the steps of:

placing ~~making a~~ first ~~button link part of~~ on a vendor's ~~first~~ web site page of a vendor's web site;

~~providing an indication on the vendor's first web site page indicating that the first button is to be used to add a shortcut to the vendor's web site;~~

causing a ~~second shortcut~~ link to be placed on a visitor display ~~of a visitor to the vendor's web site~~ in response to an add short cut process started by the selection of the first link ~~button~~ on the vendor's ~~first~~ web site page by ~~a the~~ visitor to the vendor's web site page;

wherein selection of the ~~second shortcut~~ link on the visitor display ~~of the visitor~~ causes a vendor's ~~second~~ web site page of the vendor's web site to be displayed on the visitor display ~~of the visitor; and~~

~~wherein after the first button is made part of the vendor's first web site page, the first button automatically appears on the vendor's first web site page whenever the vendor's first web site page is displayed.~~

2. (currently amended) The method of claim 1 wherein

the ~~second shortcut~~ link is placed on a Desktop menu on the ~~display of the visitor display.~~

3. (currently amended) The method of claim 1 wherein

the ~~second shortcut~~ link is placed on a Start menu on the visitor display ~~of the visitor.~~

4. (currently amended) The method of claim 1 wherein

the ~~second shortcut~~ link is placed on a Favorites list menu on the visitor display ~~of the~~

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visitor.

5. (currently amended) The method of claim 1 wherein

the **second shortcut** link is placed on a Links Bar menu on the **visitor display of the visitor.**

6. (currently amended) The method of claim 1 wherein

the **second shortcut** link is placed on a Windows QuickLaunch (TRADEMARKED) Bar menu on the **visitor display of the visitor.**

7. (currently amended) The method of claim 1 wherein

the **second shortcut** link identifies the vendor.

8. (currently amended) The method of claim 1 wherein

selection of the **second shortcut** link on the **visitor display of the visitor** causes a coupon code to be transferred to a vendor web site server processor.

9. (currently amended) The method of claim 1 wherein

selection of the **second shortcut** link on the **visitor display of the visitor** causes a username and a password which identify the visitor to be transferred to a vendor web site server processor.

10. (currently amended) The method of claim 1 wherein

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selection of the ~~second shortcut~~ link on the visitor display of the visitor causes data identifying an affiliate of the vendor to be transferred to a vendor web site server processor.

11. (currently amended) The method of claim 10 wherein

prior to the placement of the ~~second shortcut~~ link on the visitor display of the visitor, the visitor to the vendor's web site accesses the vendor's web site through a web site of the affiliate of the vendor.

12. (currently amended) The method of claim 1

wherein the add shortcut process includes granting privileges to allow a visitor shortcut software program to modify software on a visitor processor of the visitor.

13. (currently amended) The method of claim 1 wherein

the add shortcut process includes displaying a first pop up screen on the visitor display of the visitor in response to selection of the first-link button on the vendor's first web site web page.

14. (currently amended) The method of claim 13 wherein

the first pop up screen includes a third-link second button which can be selected to cause the shortcut process to continue.

15. (currently amended) The method of claim 14 wherein

the ~~third-link~~ second button is an HTML button.

16. (currently amended) The method of claim 1 wherein

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the first link button is a graphic button displayed on the visitor display.

17. (currently amended) The method of claim 1 wherein

the first link button is a text button displayed on the visitor display.

18. (new) The method of claim 17 wherein

the indication includes the word "shortcut".

19. (new) A method comprising the steps of

using a vendor processor to edit a first parameter in a first file concerning a characteristic of a first shortcut link to a vendor web site;

uploading the first file including the first parameter to a vendor web site server processor;
and

placing a button on the vendor web site, which can be clicked on by a visitor by using a visitor's computer and which when clicked on causes the start of a process which adds the first shortcut link to the visitor's computer in a manner such that the first shortcut link remains part of the visitor's computer even after the visitor's computer is rebooted; and

wherein the vendor processor, the vendor web site server processor, and the visitor's computer are distinct from one another.

20. (new) The method of claim 19 wherein

editing the first parameter determines an icon to be associated with the first shortcut link.

21. (new) The method of claim 19 wherein

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editing the first parameter determines a name to be associated with the first shortcut link.

22. (new) The method of claim 19 further comprising

using the vendor processor to edit a second parameter in the first file concerning a characteristic of a second shortcut link to the vendor web site;

uploading the first file including the first parameter and the second parameter to the vendor web site server processor; and

wherein the process which adds the first shortcut link to the visitor's computer also adds the second shortcut link to the visitor's computer in a manner such that the second shortcut link remains part of the visitor's computer even after the visitor's computer is rebooted.